

Core Driver Motivator profiling

Description

The use of **Core Driver Motivator** profiling implemented in any company allows all levels of staff to be recruited more closely to the job requirements, to work together more effectively, with less stress and with increased staff retention. It allows staff to be managed and motivated according to their individual motivators and their behaviours understood by themselves and others. Therefore it enables individuals to learn a silent language of communication such that individuals and groups can adapt their own behaviour style to fit in with that of another.

After reading this you will:

- have more very valuable information that you can add to the other reports
- understand more about yourself and others
- recognise the different values that people bring to a team
- have access to key drivers and words that may not be important to you but are crucial to others

Background Research

All of my Business Life Coaching and the Training that I do around Time Resource management, Communication and Motivation starts off and centers around the absolute necessity that my clients must understand why and how they tick. During this process they learn about themselves and about others. They discover their key motivators and what motivates others. From this people are able to move on with knowledge rather than trial and error when communicating, managing and motivating others.

Behavioural research suggests that the most effective people are those who understand themselves, their strengths and weaknesses, so they can develop strategies to meet the demands of their environment. A person's behaviour is a necessary and integral part of who they are. In other words, much of our behaviour comes from "nature" (inherent) and much comes from "nurture" (our upbringing). It is the universal language of "how we act", or our observable human behaviour.

"nothing is as powerful as an insight into human nature... what compulsions drive a man, what instincts dominate his action....if you know these things about a man you can touch him at the core of his being" William Bernbach

Historical Education

From our earliest school days, we have been brainwashed with the importance of the quantitative area of "**WHAT**" people can do by looking at education, training, experience and references, but this misses out the more important qualitative aspects of "**WHY**" we do things and communicate those things that motivate us. These areas of "**WHY**" are becoming increasingly more important so that companies know more about behaviour, attitudes, motivators and values during: -

- **recruiting,**
- identifying **training needs,**
- improving company **communication**
- putting together **project teams**

The results cover the two principal qualitative areas of "**WHY**" we do things. The "**WHY**" result is based on a set of twelve questions and provides a report on our personal motivators called Core Driver Motivator profile.

Note.

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There is a separate **DISC Behavioural profile** that gives detail on behaviour and is produced from twenty-four questions and is collated into the "D I S C" format, providing our behavioural and communication patterns. All these things are hugely important when applied to our daily lives and how we interact with others at home, socially and at work.

Cost Benefit Analysis

Market research demonstrates that it costs between 30% and 45% of an individual's salary to decide to recruit, write the advertisement, advertise the post, read the replies, decide on the candidates to be interviewed, carry out the first and second interviews, have meetings to decide on the chosen individual, get them in post, teach and train them and that is even before they begin to produce. After all this only 35% to 45% of recruitment is successful.

Therefore the total cost for each recruitment amounts to between £9,000 minimum for a £10,000 post to £30,000 for a £45,000 position. As the risk or unknown element of recruitment can be reduced dramatically, it is estimated that up to 90% of this can be saved with the adoption of the PIAV and DISC profiling, whose costs start from £20. The saving is due to the fact that you know more about the candidate than they know about themselves, even before you meet them.

Entrepreneurial Activities

One of the most amazing aspects of the **Core Driver Motivator** profiling report is that it allows one to identify internal drivers and motivators that can be absolutely crucial in terms of knowing how well a person will perform if they have an idea to start a company.

The major challenge with starting your own company from scratch, especially if you have not had previous experience of running your own company, is that you have to be able to wear many hats almost all of the time. It is absolutely impossible to be as good at all of the things that a start-up company requires, especially if you are the only employee.

It is therefore very important to realize, understand and accept that we all default to those items that we find easy, especially when under stress. The items that we default to are those items that we feel and think are important. The thing is that when we do this we leave all of the other things behind, which means that our start-up business doesn't get the attention in all areas that are required.

The advantage with **Core Driver Motivator** profiling report is that it highlights those areas that we default to and also highlights those areas that we will leave behind. This can be achieved with a profile that is carried out on the entrepreneur before the business starts and thereby saves many hours and pounds of blood sweat and tears. It therefore allows entrepreneurs to realise what sort of people or subcontracted services will be needed from the start in order that the business gets off the ground.

Motivators or Hot Buttons

The **Core Driver Motivator** profiling report is unique in the world of assessments and explains the key Motivators that are different for each of us. The report measures six areas and the report includes a visual representation of the written part, which also shows a comparison with a national average. This is an extremely powerful tool that is able to identify a candidate's core motivators that will always be present during their daily job and will be the reason why they behave and communicate the way they do.

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The twelve areas shown are:-

Researcher v Generalist – brown score

Here are some key words that apply to the Researcher/Generalist (brown) spectrum

Researcher – values information	Generalist – Overall vision
High Score (above "mean")	Low Score (below "mean")
Objective	Subjective
Interest in wide ranging subjects	Specific Knowledge
Externally referenced	Internally referenced
Thirst for Information	Practical knowledge
Loves detail	Makes do with minimum
Wants to know everything	Unconcerned with finer points
Sucks up information	Gets bored easily
Needs certificates	Self is fine
Qualifications rule	Qualifications are an un-necessary pain
Loves learning	Keeps away – knows it already
Writes long detailed reports	Dislikes reports (and exams)
Can get lost in the detail	Generalist, helicopter vision
Complex structures, based on knowledge	Simple, fast approach to life
Goes slowly but surely	Can make great leaps in thinking
Works well with teams	"I'm OK"
Asks for others feedback and opinion	know (thinking "you don't")

Commercial v Qualitative – yellow score

Here are some key words that apply to the Commercial/Qualitative (yellow) spectrum:

Commercial – focuses on a Return on Resources	Qualitative – strives for perfection
High Score (above "mean")	Low Score (below "mean")
Gaining wealth is very important	Driven by desire to protect feelings
Needs return on money	Money can seem to vapourise
Efficient with time	Time seems to disappear
Understands costs	Unconcerned about costs as quality is king
Commercially driven	Monetary aspects of life are not important
Turns practical actions into profit	Does not see profit in things
Can be a workaholic	Quality of life is important
Gaining wealth is a key driver	Everything is important
Can be curt and businesslike	Can be disdainful of commerce
Profit calculations running all the time	Always looking for quality
Life started by wanting to prove ability	Gets upset if told they are wrong, as they aren't
Invariably thinks that everybody has money as their driver	Uses quality as their defense

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Artistic v Pragmatist – mauve score

Here are some key words that apply to the Artistic/Pragmatist (mauve) spectrum:

Artistic – appreciates artistic content High Score (above "mean")	Pragmatist – logical and practical Low Score (below "mean")
Feeling, Kinaesthetic	Pragmatic
Gets Passionate about things	Factual
Dreamer	Matter of fact
Creative	Keeps to the Status Quo
Sensitive	Can be insensitive
Intuitive	Misses hidden messages
Qualitative	Quantitative
Artistic - Music, Painting, Environment, People	Functionality can be every important
Gets lost in the Vision	Realistic
Head in the clouds	Feet on the ground
Can get upset easily	Never lets off steam
Wears heart on their sleeve	Good at hiding true feelings
Emotional	Keeps their head
Stresses easily	Remains calm under pressure

Community v Reserved – green score

Here are some additional key words that apply to the Community/Reserved (green) spectrum:

Community – feels pain for others High Score (above "mean")	Reserved – trust in silence Low Score (below "mean")
Trusting and understanding	Limited trust and self defends
Works for Others/Community	Volunteering is not a priority
Wide circle of contacts	Small groups of friends
Difficult to say No to giving	Controls giving to areas of direct concern
Forgets self	Tends to spend time thinking about self
Sensitive	Can be unfeeling
Builds rapport	Keeps to themselves
Gets upset easily about human suffering	Sees distance as a protection
Does not like to hurt people's feelings	More concerned about self
Can put people before everything – wealth, health	People are not their first priority
Empathetic	Not normally outgoing
Considerate of others	Able to turn emotions on and off
Wants to be wanted, valued and included	Values self
Does not consider self-enough	Can self protect sensitivity with aloneness

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Controller v Inclusive – black score

Here are some key words that apply to the Controller/Inclusive (black) spectrum

Controller – needs to be in control High Score (above "mean")	Inclusive – works with others Low Score (below "mean")
Needs control over own life and able to control/manage others	Lives for working as part of a Team
Management material	Needs encouraging
Personal power is important	Humble
Assumes leadership of others	Tends to follow others
Loves to win	Life is about supporting others
Thinks about self a lot	Looks inwardly
Not always good at listening	Listens too much
Talks loudly	Quiet
Invariably out in front or near the front	Keeps in the background
Likes to hear their own voice	Waits for others to speak
Decides for others	Does not put forward opinions easily
Likes status – cars, office	Status is not on radar

Conventional v Change Agent – grey score

Here are some of the descriptor words on the Conventional/Change Agent (grey) spectrum:

Conventional – Follows the accepted norm High Score (above "mean")	Change Agent – Creative Ideas and Change Low Score (below "mean")
Follows rules	Difficult to pin down
Sticks to beliefs	Invents alternatives
Strong belief in structure	Constantly modifying position
Looks for structure	All over the place
Adamant about correct way	Can be too flexible and innovative
Happy with the past	Change orientated
Time conscious	Flexible and often late
Constrained	Unconstrained
Needs to know all details involving change	Encourages thinking
Process orientated	Develops, improves and changes
Thinks carefully before acting	Instant starter
Consistent finisher	Fast, active Butterfly Brain (ADD)
Fearful about change	Change is exciting
Decides slowly	Decisions can be instantaneous
Takes into consideration all the facts	Seat of the pants is king
Uses rules for defence	Relies on quick thinking
Prepares in advance	Creates new flow
Concerned that rules are followed	Seat of the pants preparation
Follows process and structure	Does not "do" process and structure
Has difficulty creating structure	Instantaneous ideas
Sticks to existing rules	Difficult to tie down in conversation